

psychological impact of short videos and develop more healthy and balanced communication strategies.

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## Innovative advertising design strategies on consumer psychology and BPD patients

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**Background.** Advertising plays a crucial role in modern commercial society as a means of information transmission. It not only affects consumers' purchasing decisions but may also have a particular impact on their mental health. This study explores in depth how innovative advertising design strategies affect consumer psychology, focusing on their potential impact on patients with borderline personality disorders.

**Subjects and Methods.** The experiment used three methods: questionnaire survey, psychological experiment, and in-depth interview to select 800 consumers, including 100 diagnosed borderline personality disorder patients, for a 6-month observation experiment. The Borderline Personality Disorder (BPD) self-test was used to evaluate the patient's status. The experimental data was statistically analyzed using SPSS 26.0.

**Results.** Research shows that innovative advertising design strategies can significantly enhance consumers' interest and willingness to purchase products, with 80% of respondents indicating an impulse to purchase after being influenced by such advertisements. However, for 60% of patients with borderline personality disorder, such advertisements may trigger impulsive purchases and emotional instability, and patients report feeling more anxious and unstable.

**Conclusions.** Innovative advertising design strategies significantly impact consumer psychology, promoting their willingness to purchase. Still, they may also have adverse psychological effects on specific groups, especially patients with borderline personality disorders.

## The correlation between theatrical artistic expression and employees' resistance to PTSD

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**Background.** Drama art, as a diverse art form, provides practitioners with a unique way of self-expression through role-playing,

situational simulation, and emotional expression. Personnel engaged in theatrical performances often experience psychological injuries due to uncontrollable factors such as insufficient rehearsals, which can develop Post Traumatic Stress Disorder (PTSD). Based on this background, this study aims to analyze the correlation between the two.

**Subjects and Methods.** This study used both qualitative and quantitative methods. Through in-depth interviews, questionnaire surveys, and psychological tests, 300 theatrical art practitioners were selected for a 12-month follow-up study. Evaluate the patient's status using the Post Traumatic Stress Disorder Self-Rating Scale (PTSD-SS). During the experiment, SPSS 24.0 was used for statistical data analysis.

**Results.** The study found that compared to practitioners who are less involved in theatrical expression, practitioners who frequently participate in theatrical art expression have a lower proportion of PTSD after experiencing traumatic events. In addition, practitioners who delve into theatrical role-playing and emotional expression have more positive and healthy emotional regulation abilities and strategies for coping with trauma.

**Conclusions.** The expression of theatrical art provides practitioners with a powerful psychological adjustment tool, which helps them confront and prevent post-traumatic psychological disorders. This provides a new approach to treatment and intervention in the mental health field and brings new value and significance to drama art education and practice.

## Online blended teaching mode based on educational psychology on ADHD students

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**Background.** The online blended teaching mode combines the advantages of online and offline teaching, providing more flexible and diverse teaching methods for modern education. However, the impact of this teaching model on students with Attention Deficit Hyperactivity Disorder (ADHD) has not been thoroughly studied. The experiment analyzes the effects of online blended teaching mode in vocational colleges based on educational psychology on ADHD students.

**Subjects and Methods.** The experiment selected 500 vocational college students, including 100 students diagnosed with ADHD. Through a semester-long online blended learning experiment, combined with questionnaire surveys, academic performance analysis, and in-depth interviews, we aim to gain a deeper understanding of the impact of this teaching model on ADHD students. The Cornell Parent Rating Scale was used to assess the student's status, and SPSS24.0 was used to process the data.

**Results.** Research shows that the online blended learning mode can enhance the learning motivation of ADHD students, with 70% of ADHD students indicating that they are more likely to

concentrate. However, excessive online teaching time may make this group of students more easily distracted. Academic performance analysis shows that a reasonable blended teaching ratio can effectively improve the academic performance of ADHD students.

**Conclusions.** The online blended teaching model based on educational psychology in vocational colleges positively impacts ADHD students. Still, it also needs to be adjusted and optimized according to the characteristics of these students to achieve educational fairness and improve educational effectiveness.

## The guidance of curriculum ideological and political education and university management on students with BD

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**Background.** As an essential direction of higher education reform, curriculum thinking and politics aims to guide and shape students' thoughts and behaviors in their daily study and life through curriculum content and educational methods. As a common psychological disorder, bipolar disorder (BD) has an essential influence on the research and life of college students. This study explores the effect of ideological and political integration in guiding students with bipolar disorder.

**Subjects and Methods.** The study employed a random selection process to choose a cohort of 500 college students, among whom 50 had been diagnosed with bipolar disorder. The research employed a combination of questionnaires, in-depth interviews, and psychological tests while assessing the patients' condition using the Hamilton Depression Scale (HAMD). The collected data were subsequently analyzed using SPSS 24.0.

**Results.** The study found that the student management mode of ideological and political integration can effectively improve the psychological adaptability of students with bipolar disorder. 75% of the students with bipolar disorder said that their emotional fluctuations are reduced, and their learning motivation and concentration are improved under this management mode. In addition, this management style also enhances their recognition and acceptance of social and school norms.

**Conclusions.** The integration of ideological and political education in curriculum management has a positive guiding effect on students with bipolar disorder, which can help them better adapt to school life and improve their academic and mental health levels. It is recommended that universities further strengthen the research and application of this management method to serve the majority of students better.

## Combining educational psychology with ideological and political education to alleviate employment anxiety among college students

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**Background.** With the popularization of higher education, the employment competition faced by college students is becoming increasingly fierce, leading to many college students experiencing employment anxiety disorders. This study combines the principles of educational psychology and ideological and political education methods, aiming to construct and implement an innovative teaching model and explore its practical effects on alleviating employment anxiety disorders among college students.

**Subjects and Methods.** This study selected 1,000 graduating college students, 500 as the experimental group receiving innovative teaching modes and 500 as the control group. The experiment lasted for three months, and the employment anxiety disorder of two groups of students was evaluated using the Hamilton Anxiety Scale (HAMA) Beck Anxiety Inventory (BAI). We use SPSS 24.0 to process the data.

**Results.** The data showed that the employment anxiety index of college students in the experimental group was significantly lower than that of the control group ( $P < 0.05$ ). In addition, the students in the experimental group showed high confidence and positive attitude in employment strategy planning, self-efficacy, and career orientation.

**Conclusions.** The innovative teaching model that combines educational psychology and ideological and political education significantly alleviates the employment anxiety disorder of college students and can help them face employment challenges healthier and more actively. It is recommended that more universities introduce such innovative models to provide more comprehensive and in-depth employment guidance for college students.

## Cultivating new applied financial investment talents in students with social anxiety disorder

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**Background.** To adapt to the development of the industry, universities actively explore the training mode of applied financial